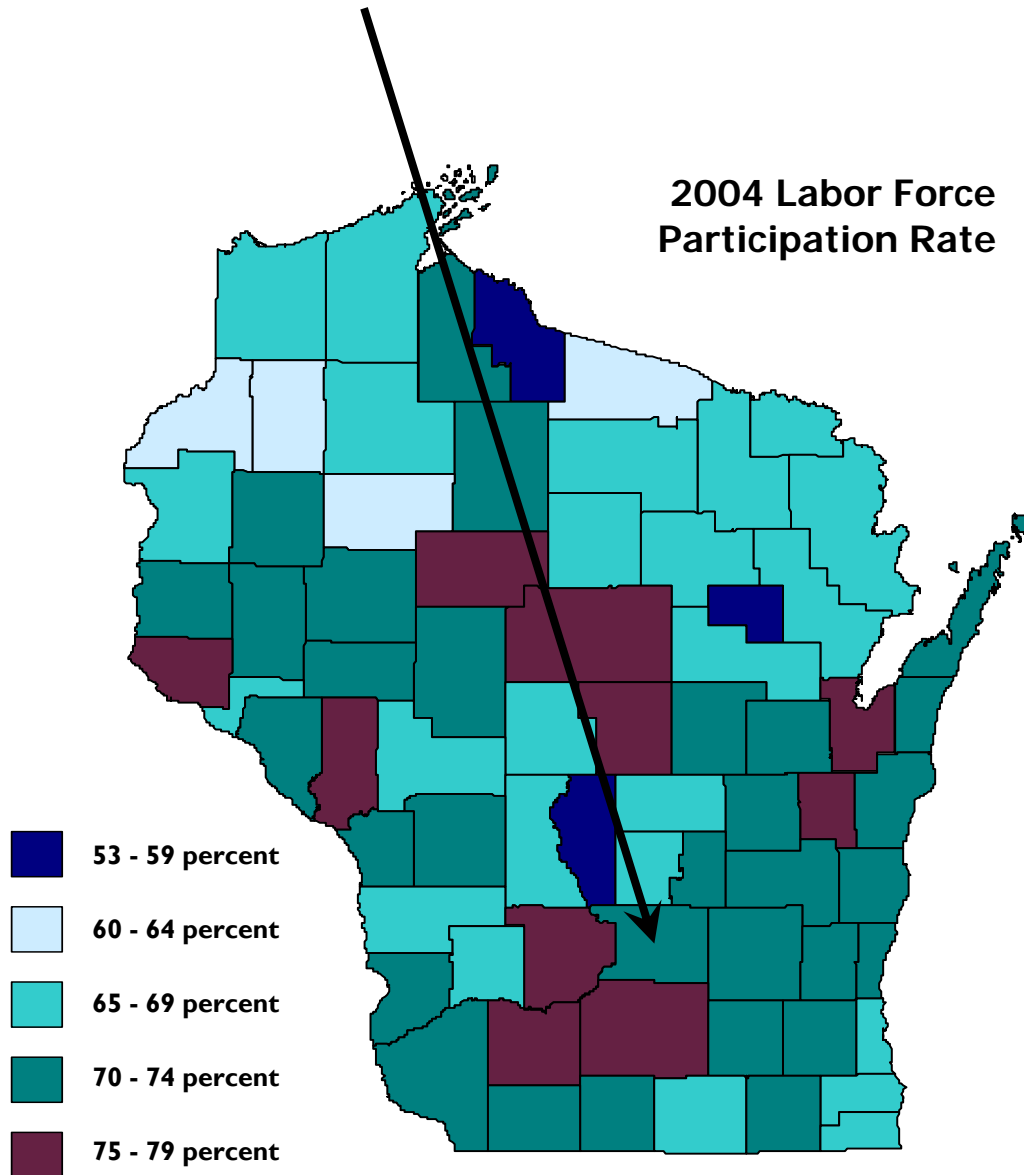


Columbia County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

Regional contact:
Dan Barroilhet
Office of Economic Advisor
1819 Aberg Av. Suite C
Madison, WI 53704
608.242.4885
Dan.Barroilhet@dwd.state.wi.us



State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

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County Population and Labor Force

Population trends affect the supply of workers, the willingness of employers to open, expand or continue local operations and the demand for goods and services. Columbia County's population grew by 2,472 people or 4.7 percent between 2000 and 2005. This rate of population change is closer to the national rate (4.9%) than the statewide rate (4.0%). Together, the Town of Lodi, the cities of Columbia and Portage and the Village of Poynette accounted for 20,349 or 37 percent of Columbia County's residents and 1,121 or 45 percent of the people added to the county's population between 2000 and 2005. Like many non-urban counties, Columbia County's natural population change (births minus deaths) is smaller than its net migration (people moving in minus people moving out). Demographers with the Wisconsin Department of Administration project that net migration will slow from 1,250 people between 2005 and 2010 to 1,002 people between 2010 and 2015. While birth and death trends tend to be fairly predictable, net migration trends change more quickly and less regularly. This is particularly significant in a county where net migration accounts for over three-quarters of total population change.

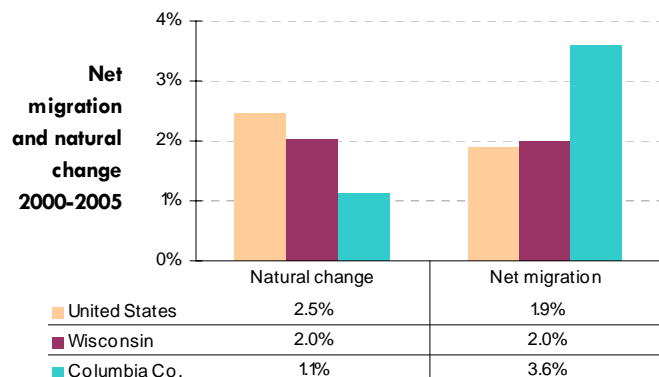
The table to the right shows that Columbia County's participation rate (74.1%) is higher than Wisconsin's (70.8%) and well above the nation's (65.4%). Focusing on the 16-and-over population shows that Columbia County has lower concen-

Five largest municipalities in Columbia County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Columbia County	52,468	54,940	2,472	4.7%
Portage, City	9,728	9,981	253	2.6%
Columbus, City*	4,443	4,748	305	6.9%
Lodi, Town	2,791	3,124	333	11.9%
Lodi, City	2,882	2,968	86	3.0%
Pacific, Town	2,518	2,691	173	6.9%

*Columbia County portion only

Source: Wis. Dept. of Administration, Demographic Services, August 2005



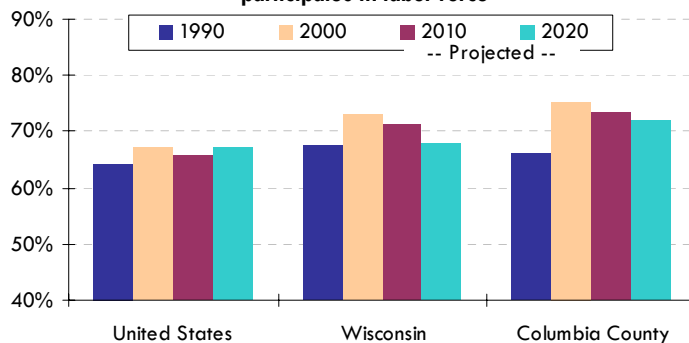
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Population and Labor Force

	United States	Wisconsin	Columbia County
Total population in 2000	281,424,602	5,363,715	52,468
Population est. Jan. 1, 2005	295,160,302	5,580,757	54,940
Change	13,735,700	217,042	2,472
% change	4.9%	4.0%	4.7%
2005 Labor force population*	224,837,000	4,339,938	42,632
Share of total population	76.2%	78%	77.6%
Labor force	147,125,000	3,071,179	31,609
Labor force participation rate	65.4%	70.8%	74.1%
2005 Population 16 yrs. & over	228,621,674	4,417,313	44,100
16-24 yrs old	37,489,370	743,764	6,944
Share of population 16+ yrs	16.4%	16.8%	15.7%
25-59 yrs old	142,248,896	2,708,865	26,834
Share of population 16+ yrs	62.2%	61.3%	60.8%
60 yrs and older	48,883,408	964,684	10,322
Share of population 16+ yrs	21.4%	21.8%	23.4%
Projected population: 2020	335,804,546	6,110,878	59,753
Population 16 yrs. & over	264,085,104	4,869,573	48,662
16-24 yrs old	37,918,865	681,586	5,345
Share of population 16+ yrs	14.4%	14.0%	11.0%
25-59 yrs old	150,678,402	2,756,884	28,793
Share of population 16+ yrs	57.1%	56.6%	59.2%
60 yrs and older	75,487,837	1,431,103	14,524
Share of population 16+ yrs	28.6%	29.4%	29.8%

* civilian population 16 yrs. and older not in an institution

Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

trations of 16- to 24-year-olds and 25- to 59-year-olds and a higher concentration of residents 60 or more years old. Between 2005 and 2020, the cohorts between 55 and 74 years old will experience larger, faster growth than younger cohorts. Because labor force participation drops sharply in these cohorts, labor force growth will be constrained.

Revised Labor Force

All labor force estimates published from 1990 to 2004 have been revised. The more recent years reflect trends revealed during Census 2000 while the 1990s were updated to include changes from 1990 to 2000 but are still based on ratios from the 1990 census.

The annual averages in the table to the right hide seasonal fluctuations. In 2004 Columbia County's unemployment rate peaked at 5.9 percent in February and dipped to 3.6 percent in September. The labor force estimate bottomed out below 31,300 in September and peaked at nearly 32,000 in November. Heavy commuting, particularly to Dane County jobs keeps the labor force steadier in Columbia County than in many other counties.

Unemployment rates from the first half of the current decade reaffirm that unemployment rates are a lagging indicator or economic recovery. By the time unemployment rates peak, other economic indicators have been in more encouraging territory for a while. Labor force growth has not been robust during the recovery.

Columbia County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	24,955	23,569	1,386	5.6%
1991	25,541	24,059	1,482	5.8%
1992	26,098	24,517	1,581	6.1%
1993	26,428	24,853	1,575	6.0%
1994	26,622	24,935	1,687	6.3%
1995	26,990	25,561	1,429	5.3%
1996	27,348	25,921	1,427	5.2%
1997	27,576	26,276	1,300	4.7%
1998	27,489	26,307	1,182	4.3%
1999	26,972	25,952	1,020	3.8%
2000	29,900	28,827	1,073	3.6%
2001	30,740	29,410	1,330	4.3%
2002	30,900	29,316	1,584	5.1%
2003	31,275	29,543	1,732	5.5%
2004	31,609	30,158	1,451	4.6%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

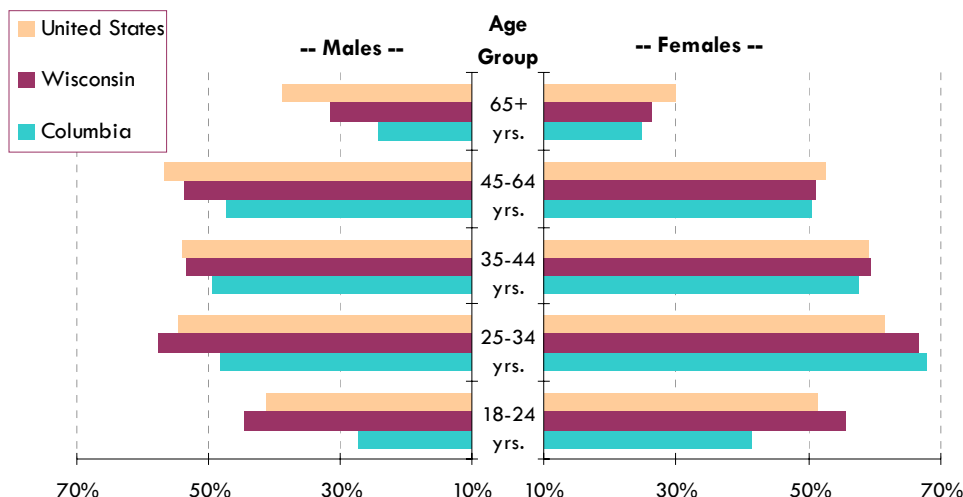
In most Wisconsin counties, the younger age cohorts tend to report more post-secondary education than older age cohorts. Columbia's younger cohorts and older cohorts are more consistent with each other. Most Wisconsin counties see a shift from older cohorts, where males report more post-secondary education than females to younger cohorts where females report more. Meanwhile, Columbia County's

females — even in older cohorts — report post-secondary education at rates comparable to or greater than Columbia County's males. Migration from Dane County to Columbia County helps explain where some workers with post-secondary education come from. Dane County's concentration of professional and technical jobs, high wages and high housing prices help explain why some people choose to live in

Columbia County while working in Dane County. Were it not for these commuters, Columbia County residents would probably report less post-secondary education.

In the cohorts including residents between the ages of 25 and 64, Columbia County's residents are more likely than the nation's to report "some college, no degree" or an associate degree. At the same time, Columbia County has lower concentrations of residents reporting bachelor's degrees and graduate or professional degrees. Manufacturing employment helps explain high concentrations of associate's degrees and low concentrations of bachelor's and higher degrees.

Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

Employment and Wages

Educational attainment levels may be as much a product of employment and wage structure as a cause. Columbia County establishments pay wages about 18 percent below the statewide all-industries average. In 2004 the manufacturing sector provided Columbia County with more jobs than any other sector and paid higher average wages than any other sector. Between 2003 and 2004 the rise in total manufacturing payroll was strikingly accompanied by a decline in average manufacturing employment. Growth in total payroll while the number of workers declines also means that average wages are increasing and suggests that the manufacturing sector shed lower-paid workers before higher-paid ones.

In terms of total employment, the trade, transportation & utilities sector (4,394 jobs) nearly equaled the manufacturing sector (4,450 jobs), but total payroll was much higher in manufacturing (\$173.6 million) than in total trade, transportation & utilities payroll (\$113.5 million). Within the trade, transportation & utilities sector, the retail trade segment provided 2,840 jobs paying an average wage of \$19,751 while the utilities segment provided 191 jobs paying average wages of \$71,755. Columbia County's retail wages are nearly as high as

Average Annual Wage by Industry Division in 2004

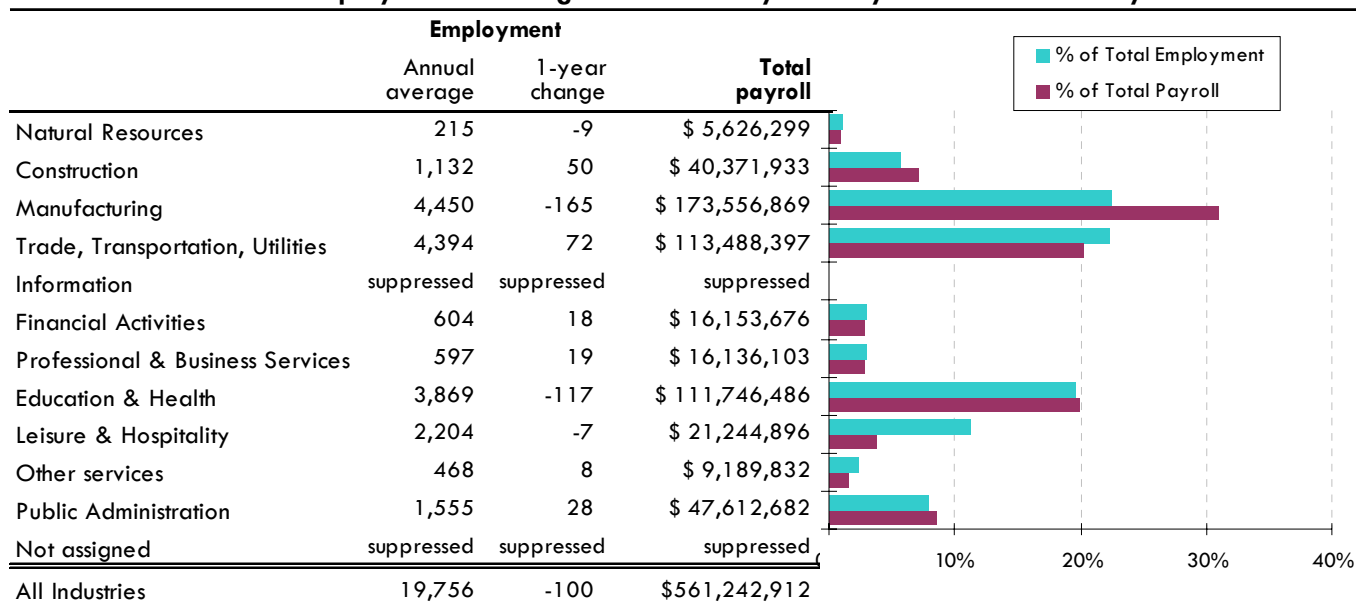
	2004		Percent of Wisconsin	1-year % change
	Wisconsin	Columbia County		
All Industries	\$ 34,749	\$ 28,409	81.8%	5.1%
Natural resources	\$ 27,399	\$ 26,169	95.5%	-1.4%
Construction	\$ 41,258	\$ 35,664	86.4%	3.5%
Manufacturing	\$ 44,145	\$ 39,002	88.3%	7.1%
Trade, Transportation, Utilities	\$ 30,088	\$ 25,828	85.8%	6.3%
Information	\$ 41,759	suppressed	Not avail	Not avail.
Financial activities	\$ 45,103	\$ 26,744	59.3%	9.6%
Professional & Business Services	\$ 39,580	\$ 27,029	68.3%	6.4%
Education & Health	\$ 36,408	\$ 28,883	79.3%	5.9%
Leisure & Hospitality	\$ 12,295	\$ 9,639	78.4%	3.7%
Other services	\$ 20,207	\$ 19,636	97.2%	3.5%
Public Administration	\$ 36,347	\$ 30,619	84.2%	-0.8%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

Wisconsin's, but a higher-than-average concentration of jobs in a low-wage segment pulls down the all-industries average wage. Much the same is true of the leisure & hospitality sector, except its local wages are well below statewide average wages for the sector.

Within the education & health sector the hospital segment provided 686 jobs with an average wage of \$37,600, the nursing and residential care segment provided 594 jobs with an average wage of \$19,720 and there were 624 jobs in social assistance with an average wage of \$13,333.

2004 employment and wage distribution by industry in Columbia County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Employers in Columbia County

Establishment	Product or Service	Size (Dec. 2004)
Divine Savior Healthcare Inc	Offices of physicians, except mental health	500-999 employees
County of Columbia	Executive & legislative offices, combined	500-999 employees
Portage Public School	Elementary & secondary schools	250-499 employees
Assoc Milk Producers Inc	Cheese mfg.	250-499 employees
Wal-Mart Associates Inc	Discount department stores	250-499 employees
Department of Corrections	Correctional institutions	250-499 employees
Penda Corp	All other plastics product mfg.	250-499 employees
Cardinal Glass Industries Inc	Flat glass mfg.	250-499 employees
School District of Wisconsin Dells	Elementary & secondary schools	250-499 employees
Saint-Gobain Performance	Rubber product mfg. for mechanical use	100-249 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Columbia County

NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Educational services	15	1,904	39	132
Food services and drinking places	109	1,368	12	57
Plastics & rubber products manufacturing	7	971	-78	-280
Executive, legislative, & gen government	28	832	17	114
Specialty trade contractors	113	743	-3	65
Hospitals	*	*	not avail.	not avail.
Food manufacturing	15	725	41	-22
Ambulatory health care services	52	625	35	171
Nursing and residential care facilities	11	591	12	-172
Gasoline stations	28	519	5	-80

* data suppressed to maintain employer confidentiality

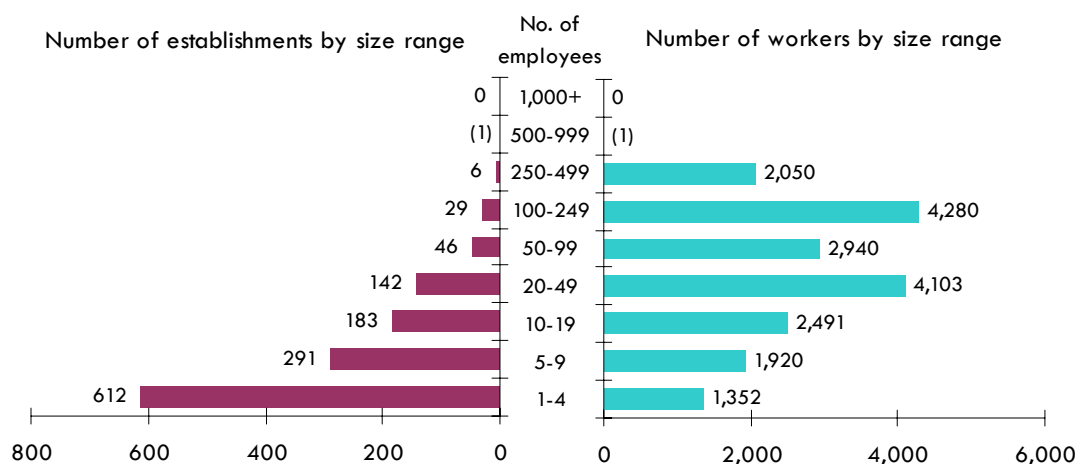
Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

Some industries provide goods or services primarily for local consumption. Educators, governments, trade contractors, health care providers and nursing homes rely on local income and demographic trends to generate revenues. By 2010 Columbia County's under-20 population is projected to be 465 people, or 3.3 percent, smaller than it was in 2005; this doesn't suggest much employment growth in education services. Over the same time period, the 60-and-over population is projected to grow by 1,141 people, or 11.3 percent, which suggests more employment growth potential. Specialty trade contractors probably benefit from the housing boom and from people moving to Columbia County in large numbers; either or both of these trends could change quickly.

Other industries sell their goods and services to people from outside Columbia County, thereby bringing in outside money. Average annual wages are not stellar at food services & drinking places (\$9,252) or gasoline stations (\$15,790). Plastics & rubber manufacturers employed fewer people in 2005 than in 2004 or in 2000 and higher petroleum prices increase their energy costs as well as input costs.

Columbia County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

Per Capita Personal Income

While page 3 discussed wages paid by Columbia County employers, this section focuses on income received by Columbia County residents, including income from work outside the county, investment/pension income and government transfer payments such as Social Security or other income support programs. The table below shows that Columbia County's 2003 Per Capita Personal Income (PCPI) of \$30,846 was 12th among Wisconsin's 72 counties and the 5-year PCPI growth rate of 18.2 percent was 24th.

Columbia County does not have an urban area with high concentrations of high-wage jobs in sectors like information, business & professional services, and financial activities. Columbia County does have a neighbor (Dane County) with higher housing costs and high concentrations of high-wage jobs. Residents achieve above-average PCPI by commuting. The 2000 Census reported that nearly half the county's employed residents left the county for work and that the most popular destination was Dane County, where the all-industries average annual wage was \$38,156 or about 34% higher than Columbia County's all-industries average wage. The 2000 Census reported that between 1995 and 2000 1,099 more people moved from Dane County to Columbia County than made the reverse move. Dane County sent nearly ten times as many people to Columbia County than any other county, so net migration depends heavily on Dane County.

Dividing total investment income by population yields per capita investment income of \$4,810 in Columbia County

and \$6,277 in Dane County. Meanwhile, per capita transfer payments are \$4,145 in Columbia County and \$3,234 in Dane County. Together, these trends may suggest that Social Security recipients account for a larger share of the population in Columbia County than in Dane County or that Dane County has more accumulate wealth or some both.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005